

#### YOUR OWN PIPELINE

Your competitors would leap at a chance to talk directly to a 100% pure audience of K mart shoppers! The only way competition can talk to them now is to pay charges for newspaper space, radio or tv time.

Through the K marter-- your own private pipeline-- you can talk to your own customers for no more expense than the cost of preparing the message. These customers are the bed rock foundation of today's sales. They are also the building blocks for K mart's future.

You can use the K marter to tell your customers that you appreciate their business.

You can use its columns to sell them on the need for better standard-of-living-items such as color tvs, appliances, cameras, sporting goods, jewelry and landscaping.

You can use articles and pictures in the K marter to show K mart laboratory testing and to illustrate the quality extras that go into certain items-- particularly K mart brands.